



## ASICS HAS LAUNCHED A PROJECT TO SUPPORT SYRIAN REFUGEE CHILDREN THROUGH SPORT AND PLAY

*AS IT CONTINUES ITS LONG-TERM PARTNERSHIP WITH CHARITY RIGHT TO PLAY*

**[06 December - Kobe, Japan]** ASICS has launched the beginning of another project partnering with charity Right To Play in Lebanon to help change the lives of refugee children. This project has been made possible by ASICS' commitment to donating \$10 per KO100, the 100<sup>th</sup> anniversary product, to Right To Play, supporting a child's play for 10 weeks.

This year, to mark the 100<sup>th</sup> anniversary of the founding father, Kihachiro Onitsuka, the brand donated USD 100,000 to Right To Play. To carry on with its mission, the organizations will work with local schools and communities, ensuring that every \$1 donated will go towards sponsoring one child in Lebanon to have access to one week of play. ASICS aims to support refugee children and youths in engaging in play and sport, making for a healthier and stronger generation that can develop life skills and build peaceful communities.

Kihachiro Onitsuka founded ASICS in 1949 and established the brand with a clear philosophy: to help people move more and feel healthy in both mind and body. The new project in Lebanon reflects a continuation of Onitsuka's pioneering spirit and is a continuation of the long-term partnership between the brands.

Right To Play was originally founded with a similar goal of improving the lives of children in countries recovering from war, aligned with ASICS I MOVE ME™ campaign first launched in 2017. This set out to present a contemporary expression of its founding philosophy, sound mind, sound body™, and aimed to bring people together and inspire them to be healthy and happy through movement. Now, through a shared culture and vision, the brand is collaborating with Right To Play – an organization that uses sport and play to help children rise above adversity in deprived communities around the world. The goal of the partnership is to create a lasting impact and empower children with the knowledge and skills to drive change in their lives, their families and their communities.

Motoi Oyama, Chairman and CEO, Representative Director of ASICS Corporation says: "Kihachiro Onitsuka built ASICS because he wanted to help people develop a healthy and active lifestyle and, ultimately, be happier. This partnership demonstrates ASICS' commitment and belief in the power of sport to improve lives and society as a whole.

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Anima Sana In Corpore Sano, meaning "A Sound Mind in a Sound Body," is an old Latin phrase from which ASICS is derived and the fundamental platform on which the brand still stands. The company was founded more than 60 years ago by Kihachiro Onitsuka and is now a leading designer and manufacturer of running shoes, as well as, other athletic footwear, apparel and accessories. For more information, visit [www.asics.com](http://www.asics.com).



“We are excited to take our partnership with Right To Play global. As an organization that mirrors many of our brand values, together we will be able to share our brand message ‘I MOVE ME’ and support children in Lebanon.”

**-ENDS-**

### **About Right To Play**

Right To Play is a global organization committed to improving the lives of children and youth affected by conflict, disease and poverty in 15 countries worldwide. The organization has pioneered a unique play-based approach to learning and development. Right To Play uses play in all of its forms – games, creative play, sport, free play – to engage children in programs that focus on making a positive impact in quality education, health and well-being, gender equality, child protection and building peaceful communities. Led by 32.000 trained local teachers and volunteer coaches, Right To Play's cost-effective, sustainable, and life-changing programs reach more than one million children worldwide each week.

**To learn more about the project in Lebanon:** <https://www.asics.com/gb/en-gb//mk/right-to-play>**To learn more about Right To Play visit:** <https://www.righttoplay.com/en/>

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The stripe design featured on the sides of the ASICS® shoes is a registered trademark of ASICS Corporation.